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ABSTRACT

This book contains the following papers about processes and practices in extension education in Canada: "Historical Roots" (Blackburn, Flaherty); "Transitions and Directions in Extension" (Blackburn, Flaherty); "Applying Learning Theory in Extension Work" (Griffith); "Understanding and Applying Motivation Research" (Griffith); "Pre-Adult Development and Programming" (Peters); "Diffusion and Adoption: Basic Processes for Social Change" (Lamble, Seaman); "Agricultural Knowledge and Information Systems" (Roling); "Marketing Programs" (Brown); "Community Leadership and Social Power Structures" (Rossing, Howard); "The Program Planning Process" (Forest, Baker); "Constructive Public Involvement" (Howard, Baker, Forest); "Participation and Community Action" (Jiggins, Shute); "Promoting Change Using Effective Teaching Techniques" (Mitchell, Corby, Scotney); "Using Communications Media" (Woodis, Hixson, Evans); "New Extension Technologies" (Waldron, Moore); "Effective Personal Contacts" (Hagarty, Evans); "Program Evaluation" (Forest, Brack, Moss); "Management and Supervision" (Waldron); and "Professionalism...Managing Ourselves and Leading Others" (McKenna, Gerken). Many papers include substantial bibliographies. (MN)

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